



WXYZ

# ORDER

Print Date 09/24/12 Page 1 of 4

Flight Dates **10/16/12-10/22/12**

Contract / Revision      **305674 /**  
Original Date / Revision  
                                  07/24/12    09/18/12  
Advertiser **Citizens for Affordable Qual**

Agency    **New Media Firm**  
Buying Contact  
  
**1322 G Street SE**  
**Washington, DC 20003**

Product  
**Citizens for Affordable Quality Hon**  
  
Agency Com    15%  
Billing Contact  
  
**1322 G Street SE**  
**Washington, DC 20003**  
  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
  
Estimate #            **1539 Week 3**  
Alt Order #  
  
Billing Type          Cash  
Order Type          GENERAL  
Billing Cycle        EOM/EOC  
Billing Calendar   BROADCAST  
  
Demographic       A25-54  
  
Rev Codes           POL           POL           ISS  
Product Codes    PL  
Priority                P-1  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo     | 100%   |            |          |

| Order Share %     | Market Value           |
|-------------------|------------------------|
| Competing Station | % of Order      Amount |
| CABLE             | %                      |
| UNKWN             | 100%                   |
| WADL              | %                      |
| WDIV              | %                      |
| WDWB              | %                      |
| WJBK              | %                      |
| WKBD              | %                      |
| WLPC              | %                      |
| WPXD              | %                      |
| WTVS              | %                      |
| WWJ               | %                      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012  | 98         | \$81,536.25        | \$95,925.00        | 0.00        | 10/01/12   | 10/22/12 | 98      | \$81,536.25 | \$95,925.00  |
| <b>Totals</b> | <b>98</b>  | <b>\$81,536.25</b> | <b>\$95,925.00</b> | <b>0.00</b> |            |          |         |             |              |

|       |      |                   |                 |   |       |                   |         |     |             |          |     |               | <u>Totals</u> |            |
|-------|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------------|----------|-----|---------------|---------------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri | Rtg Type      | Spots         | Amount     |
| E 1   | WXYZ | 10/16/12          | 10/22/12        | 430 AM News<br>7 Action News This Morni | CM    | 430a-5a           | 11111-- | :30 | 5           | \$150.00 | P-4 | 0.00 NM       | 5             | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          |     | <u>Rating</u> |               |            |
| Week: |      | 10/15/12          | 10/21/12        | - 1111--                                |       | 4                 |         |     | \$150.00    |          |     | 0.00          |               |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                                  |       | 1                 |         |     | \$150.00    |          |     | 0.00          |               |            |
| E 2   | WXYZ | 10/16/12          | 10/22/12        | 5am News M-F<br>5am News M-F            | CM    | 5-6am M-F         | 11111-- | :30 | 5           | \$400.00 | P-3 | 0.00 NM       | 5             | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          |     | <u>Rating</u> |               |            |
| Week: |      | 10/15/12          | 10/21/12        | - 1111--                                |       | 4                 |         |     | \$400.00    |          |     | 0.00          |               |            |
| Week: |      | 10/22/12          | 10/28/12        | 1-----                                  |       | 1                 |         |     | \$400.00    |          |     | 0.00          |               |            |
| E 3   | WXYZ | 10/16/12          | 10/22/12        | GMA M-F 7-9am                           | CM    | 7-9am M-F         | 22222-- | :30 | 10          | \$900.00 | P-3 | 0.00 NM       | 10            | \$9,000.00 |



WXYZ

Print Date: 09/24/12

Page 2 of 4

Contract / Revision **305674** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1539 Week 3**

| Ln   | Ch   | Start             | End             | Inventory Code      | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|---------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |                     |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
|      |      |                   |                 | M-F 7-9am           |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | - 2222--            |       |                |         |     | 8                 | \$900.00    |     | 0.00          |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | 2-----              |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |        |            |
| E 4  | WXYZ | 10/20/12          | 10/20/12        | Action News SAT 6am | CM    | SAT 6-7am      | -----S- | :30 | 1                 | \$250.00    | P-4 | 0.00          | NM   | 1      | \$250.00   |
|      |      |                   |                 | Action News SAT 6am |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | -----S-             |       |                |         |     | 1                 | \$250.00    |     | 0.00          |      |        |            |
| E 5  | WXYZ | 10/20/12          | 10/20/12        | GMA SAT 7-8am       | CM    | SAT 7-8am      | -----S- | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|      |      |                   |                 | GMA SAT 7-8am       |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | -----S-             |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 6  | WXYZ | 10/20/12          | 10/20/12        | Action News SAT 8am | CM    | SAT 8-9am      | -----S- | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|      |      |                   |                 | Action News SAT 8am |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | -----S-             |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 7  | WXYZ | 10/21/12          | 10/21/12        | GMA SUN 7-8am       | CM    | SUN 7-8am      | -----S  | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|      |      |                   |                 | GMA SUN 7-8am       |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | -----S              |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 8  | WXYZ | 10/21/12          | 10/21/12        | Action News SUN 8am | CM    | Sun 8-930am    | -----S  | :30 | 1                 | \$350.00    | P-4 | 0.00          | NM   | 1      | \$350.00   |
|      |      |                   |                 | Action News SUN 8am |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | -----S              |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| E 9  | WXYZ | 10/16/12          | 10/22/12        | M-F 9a-10a          | CM    | 9-10am M-F     | 11111-- | :30 | 5                 | \$500.00    | P-4 | 0.00          | NM   | 5      | \$2,500.00 |
|      |      |                   |                 | M-F 9a-10a          |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | - 1111--            |       |                |         |     | 4                 | \$500.00    |     | 0.00          |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | 1-----              |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| E 10 | WXYZ | 10/16/12          | 10/22/12        | M-F 10a-11a         | CM    | 10-11am M-F    | 11111-- | :30 | 5                 | \$400.00    | P-4 | 0.00          | NM   | 5      | \$2,000.00 |
|      |      |                   |                 | M-F 10a-11a         |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | - 1111--            |       |                |         |     | 4                 | \$400.00    |     | 0.00          |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | 1-----              |       |                |         |     | 1                 | \$400.00    |     | 0.00          |      |        |            |
| E 11 | WXYZ | 10/16/12          | 10/22/12        | 12p Noon News       | CM    | 12-1pm M-F     | 11111-- | :30 | 5                 | \$500.00    | P-4 | 0.00          | NM   | 5      | \$2,500.00 |
|      |      |                   |                 | 12n-1p              |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | - 1111--            |       |                |         |     | 4                 | \$500.00    |     | 0.00          |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | 1-----              |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| E 12 | WXYZ | 10/16/12          | 10/22/12        | M-F 4-5pm           | CM    | 4-5pm M-F      | 11-1--- | :30 | 3                 | \$900.00    | P-3 | 0.00          | NM   | 3      | \$2,700.00 |
|      |      |                   |                 | Dr. Oz              |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | - 1-1---            |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | 1-----              |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |        |            |
| E 13 | WXYZ | 10/16/12          | 10/22/12        | 5p News             | CM    | 5-6pm M-F      | 11111-- | :30 | 5                 | \$1,000.00  | P-4 | 0.00          | NM   | 5      | \$5,000.00 |
|      |      |                   |                 | 5-6pm M-F           |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/15/12    | 10/21/12        | - 1111--            |       |                |         |     | 4                 | \$1,000.00  |     | 0.00          |      |        |            |
|      |      | Week: 10/22/12    | 10/28/12        | 1-----              |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |      |        |            |
| E 14 | WXYZ | 10/16/12          | 10/22/12        | 6p News             | CM    | 6-630pm M-F    | 11111-- | :30 | 5                 | \$1,200.00  | P-3 | 0.00          | NM   | 5      | \$6,000.00 |
|      |      |                   |                 | 6-630pm M-F         |       |                |         |     |                   |             |     |               |      |        |            |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WXYZ

Print Date: 09/24/12

Page 3 of 4

Contract / Revision **305674** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1539 Week 3**

|             |      |                                 |                   |  |       |                 |                       |                 |                   |                         |     |               |             | Totals |            |
|-------------|------|---------------------------------|-------------------|--|-------|-----------------|-----------------------|-----------------|-------------------|-------------------------|-----|---------------|-------------|--------|------------|
| Ln          | Ch   | Start                           | End               | Inventory Code                           | Break | Start/End Time  | Days                  | Len             | Spots             | Rate                    | Pri | Rtg           | Type        | Spots  | Amount     |
| E 14        | WXYZ | 10/16/12                        | 10/22/12          | 6p News<br>6-630pm M-F                   | CM    | 6-630pm M-F     | 11111--               | :30             | 5                 | \$1,200.00              | P-3 | 0.00          | NM          | 5      | \$6,000.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -1111--                                  |       |                 |                       |                 | 4                 | \$1,200.00              |     | 0.00          |             |        |            |
| Week:       |      | 10/22/12                        | 10/28/12          | 1-----                                   |       |                 |                       |                 | 1                 | \$1,200.00              |     | 0.00          |             |        |            |
| E 15        | WXYZ | 10/16/12                        | 10/22/12          | 7p News<br>M-F 7-730p                    | CM    | 7-730pm M-F     | 11111--               | :30             | 5                 | \$1,200.00              | P-3 | 0.00          | NM          | 5      | \$6,000.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -1111--                                  |       |                 |                       |                 | 4                 | \$1,200.00              |     | 0.00          |             |        |            |
| Week:       |      | 10/22/12                        | 10/28/12          | 1-----                                   |       |                 |                       |                 | 1                 | \$1,200.00              |     | 0.00          |             |        |            |
| E 16        | WXYZ | 10/20/12                        | 10/20/12          | Access Saturday<br>Sat 7-8pm             | CM    | 7-8pm Sat       | -----S-               | :30             | 1                 | \$1,000.00              | P-3 | 0.00          | NM          | 1      | \$1,000.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -----S-                                  |       |                 |                       |                 | 1                 | \$1,000.00              |     | 0.00          |             |        |            |
| <u>Spot</u> |      | <u>Ch</u>                       | <u>Date Range</u> | <u>Description</u>                       |       |                 | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u>     | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |        |            |
| 1           |      | WXYZ                            | 10/15/12-10/21/12 | Access Saturday                          |       |                 | 7-8pm Sat             | -----Sa--       | :30               | <del>(\$1,000.00)</del> |     | 0.00          | NM          |        |            |
|             |      | See MG 16.2                     |                   |  |       |                 |                       |                 |                   |                         |     |               |             |        |            |
|             |      | [inv code is EARLY NEWS SA 7pm] |                   |  |       |                 |                       |                 |                   |                         |     |               |             |        |            |
| 2           |      | NXYZ                            | 10/20/12-10/20/12 | Early News Sa 7p (Foll Sport:7pm Sat     |       |                 |                       | -----Sa--       | :30               | \$1,000.00              |     | 0.00          | NM          |        |            |
|             |      | Ⓜ MG for 16.1 10/20             |                   |  |       |                 |                       |                 |                   |                         |     |               |             |        |            |
| E 17        | WXYZ | 10/21/12                        | 10/21/12          | Early News Su<br>Su 6-630p               | CM    | 6-630pm Sun     | -----S                | :30             | 1                 | \$750.00                | P-4 | 0.00          | NM          | 1      | \$750.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -----S                                   |       |                 |                       |                 | 1                 | \$750.00                |     | 0.00          |             |        |            |
| E 18        | WXYZ | 10/17/12                        | 10/19/12          | Access M-F 730-8pm<br>M-F 730-8pm        | CM    | 730-8pm M-F     | --1-1--               | :30             | 2                 | \$1,800.00              | P-3 | 0.00          | NM          | 2      | \$3,600.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | --1-1--                                  |       |                 |                       |                 | 2                 | \$1,800.00              |     | 0.00          |             |        |            |
| E 19        | WXYZ | 10/16/12                        | 10/22/12          | Late News M-Su<br>11pm Action News Updat | CM    | 11-1135pm M-Sun | 11-1-1-               | :30             | 4                 | \$2,000.00              | P-4 | 0.00          | NM          | 4      | \$8,000.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -1-1-1-                                  |       |                 |                       |                 | 3                 | \$2,000.00              |     | 0.00          |             |        |            |
| Week:       |      | 10/22/12                        | 10/28/12          | 1-----                                   |       |                 |                       |                 | 1                 | \$2,000.00              |     | 0.00          |             |        |            |
| E 20        | WXYZ | 10/16/12                        | 10/22/12          | M-F 1135p-1205a<br>Nightline             | CM    | 1135pm-1205am M | 11111--               | :30             | 5                 | \$750.00                | P-4 | 0.00          | NM          | 5      | \$3,750.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -1111--                                  |       |                 |                       |                 | 4                 | \$750.00                |     | 0.00          |             |        |            |
| Week:       |      | 10/22/12                        | 10/28/12          | 1-----                                   |       |                 |                       |                 | 1                 | \$750.00                |     | 0.00          |             |        |            |
| E 21        | WXYZ | 10/16/12                        | 10/22/12          | M-F 1205a-105a<br>Jimmy Kimmel Live      | CM    | 1205am-105am M  | 11111--               | :30             | 5                 | \$250.00                | P-4 | 0.00          | NM          | 5      | \$1,250.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -1111--                                  |       |                 |                       |                 | 4                 | \$250.00                |     | 0.00          |             |        |            |
| Week:       |      | 10/22/12                        | 10/28/12          | 1-----                                   |       |                 |                       |                 | 1                 | \$250.00                |     | 0.00          |             |        |            |
| E 22        | WXYZ | 10/16/12                        | 10/22/12          | M-F 106a-206a<br>M-F 106a-206a           | CM    | 106am-206am     | 11111--               | :30             | 5                 | \$150.00                | P-4 | 0.00          | NM          | 5      | \$750.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -1111--                                  |       |                 |                       |                 | 4                 | \$150.00                |     | 0.00          |             |        |            |
| Week:       |      | 10/22/12                        | 10/28/12          | 1-----                                   |       |                 |                       |                 | 1                 | \$150.00                |     | 0.00          |             |        |            |
| E 23        | WXYZ | 10/20/12                        | 10/20/12          | SA 1130p-1230a<br>SA Greys               | CM    | 1130pm-1230am   | -----S-               | :30             | 1                 | \$250.00                | P-4 | 0.00          | NM          | 1      | \$250.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                 |                       |                 | <u>Spots/Week</u> | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
| Week:       |      | 10/15/12                        | 10/21/12          | -----S-                                  |       |                 |                       |                 | 1                 | \$250.00                |     | 0.00          |             |        |            |



WXYZ

Print Date: 09/24/12

Page 4 of 4

Contract / Revision **305674** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 07/24/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qual** Estimate # **1539 Week 3**

|        |      |                   |                 |   |       |                 |         |     |                   |             |     |               | Totals |             |
|--------|------|-------------------|-----------------|---|-------|-----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------------|
| Ln     | Ch   | Start             | End             | Inventory Code                                      | Break | Start/End Time  | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount      |
| E 24   | WXYZ | 10/21/12          | 10/21/12        | Sports Update 1130-12n<br>SU 1130p-12a              | CM    | 1130pm-12am     | -----S  | :30 | 1                 | \$550.00    | P-4 | 0.00 NM       | 1      | \$550.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -----S  |       |                 |         |     | 1                 | \$550.00    |     | 0.00          |        |             |
| E 25   | WXYZ | 10/22/12          | 10/22/12        | MO 8-10pm Dancing<br>MO 8-10pm Dancing              | CM    | 8-10p           | M-----  | :30 | 1                 | \$10,000.00 | P-3 | 0.00 NM       | 1      | \$10,000.00 |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/22/12          | 10/28/12        | M-----  |       |                 |         |     | 1                 | \$10,000.00 |     | 0.00          |        |             |
| E 26   | WXYZ | 10/16/12          | 10/16/12        | Tuesday Prime C<br>Private Practice                 | CM    | 10-11pm Tuesday | -T----- | :30 | 1                 | \$5,000.00  | P-3 | 0.00 NM       | 1      | \$5,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -T-----   |       |                 |         |     | 1                 | \$5,000.00  |     | 0.00          |        |             |
| E 27   | WXYZ | 10/18/12          | 10/18/12        | Thursday Prime A<br>Last Resort                     | CM    | 8-9pm Thursday  | ---T--- | :30 | 1                 | \$4,000.00  | P-3 | 0.00 NM       | 1      | \$4,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | ---T---   |       |                 |         |     | 1                 | \$4,000.00  |     | 0.00          |        |             |
| E 28   | WXYZ | 10/19/12          | 10/19/12        | Friday Prime A<br>Shark Tank                        | CM    | 8-9pm Friday    | ----F-- | :30 | 1                 | \$2,000.00  | P-3 | 0.00 NM       | 1      | \$2,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | ----F--   |       |                 |         |     | 1                 | \$2,000.00  |     | 0.00          |        |             |
| E 29   | WXYZ | 10/20/12          | 10/20/12        | ABC Saturday Night Foot<br>ABC's Saturday Night Foc | CM    | SA 8pm-1130pm   | -----S- | :30 | 1                 | \$3,000.00  | P-3 | 0.00 NM       | 1      | \$3,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -----S-   |       |                 |         |     | 1                 | \$3,000.00  |     | 0.00          |        |             |
| E 30   | WXYZ | 10/21/12          | 10/21/12        | Sunday Prime A<br>AFHV                              | CM    | 7-8pm Sunday    | -----S  | :30 | 1                 | \$3,000.00  | P-3 | 0.00 NM       | 1      | \$3,000.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -----S  |       |                 |         |     | 1                 | \$3,000.00  |     | 0.00          |        |             |
| N31    | WXYZ | 10/21/12          | 10/21/12        | Action News SUN 6am<br>Action News SUN 6am          | CM    | SUN 6-7am       | -----S  | :30 | 1                 | \$250.00    | P-4 | 0.00 NM       | 1      | \$250.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -----S  |       |                 |         |     | 1                 | \$250.00    |     | 0.00          |        |             |
| N32    | WXYZ | 10/16/12          | 10/22/12        | M-F 11a-12n<br>M-F 11a-12n                          | CM    | 11am-12pm M-F   | 11111-- | :30 | 5                 | \$750.00    | P-4 | 0.00 NM       | 5      | \$3,750.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -1111--   |       |                 |         |     | 4                 | \$750.00    |     | 0.00          |        |             |
| Week:  |      | 10/22/12          | 10/28/12        | 1-----  |       |                 |         |     | 1                 | \$750.00    |     | 0.00          |        |             |
| N33    | WXYZ | 10/20/12          | 10/20/12        | SA 1a-2a<br>SA Unit                                 | CM    | 1am-2am         | -----S- | :30 | 1                 | \$175.00    | P-3 | 0.00 NM       | 1      | \$175.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -----S-   |       |                 |         |     | 1                 | \$175.00    |     | 0.00          |        |             |
| N34    | WXYZ | 10/21/12          | 10/21/12        | SU 12a-1a<br>SU 12a-1a                              | CM    | 12am-1am        | -----S  | :30 | 1                 | \$250.00    | P-4 | 0.00 NM       | 1      | \$250.00    |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | -----S  |       |                 |         |     | 1                 | \$250.00    |     | 0.00          |        |             |
| N35    | WXYZ | 10/17/12          | 10/17/12        | Wednesday Prime A<br>Middle/Suburgatory             | CM    | 8-9pm Wednesday | --W---- | :30 | 1                 | \$4,500.00  | P-3 | 0.00 NM       | 1      | \$4,500.00  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                     |       |                 |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |             |
| Week:  |      | 10/15/12          | 10/21/12        | --W----   |       |                 |         |     | 1                 | \$4,500.00  |     | 0.00          |        |             |
| Totals |      |                   |                 |   |       |                 |         |     |                   |             |     |               | 98     | \$95,925.00 |